



BBC Radio 5 Live

LEVESON INQUIRY

METHODOLOGY NOTE

ComRes interviewed 1,002 adults by telephone from 23rd to 25th November 2012. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Leveson Survey

CATI Fieldwork : 23rd-25th November 2012

Absolutes/col percents

Table 1

Q. 1 To what extent, if at all, do you trust British newspapers to tell the truth?

Base: All respondents

	Gender		Age						Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Eng-land & Wales	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	454	548	61	162	169	180	181	249	358	178	140	326	915	264	262	248	141	87
Weighted base	1002	491	511	120	160	190	170	150	210	270	291	210	231	915	255	264	251	145	87
Net: Trust	328	162	166	33	45	59	55	53	85	89	113	56	70	300	94	92	68	46	28
	33%	33%	33%	27%	28%	31%	32%	35%	40%	33%	39%	27%	31%	33%	37%	35%	27%	32%	32%
A great deal	18	12	6	-	3	-	3	3	9	5	5	2	5	17	4	4	6	2	1
	2%	2%	1%	-	2%	-	2%	2%	4%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%
A fair amount	310	150	160	33	41	59	52	50	76	83	108	54	65	283	90	88	62	44	27
	31%	31%	31%	27%	26%	31%	30%	33%	36%	31%	37%	26%	28%	31%	35%	33%	25%	30%	31%
Not very much	419	192	227	59	71	86	68	57	77	123	101	95	101	380	108	116	103	54	39
	42%	39%	44%	49%	44%	45%	40%	38%	37%	45%	35%	45%	44%	42%	44%	44%	41%	37%	45%
Not at all	237	127	111	28	41	44	46	36	42	57	72	58	51	218	48	55	75	40	19
	24%	26%	22%	24%	26%	23%	27%	24%	20%	21%	25%	28%	22%	24%	19%	21%	30%	28%	22%
Net: No trust	656	319	338	88	112	130	114	93	119	180	172	153	152	598	156	171	177	94	58
	66%	65%	66%	73%	70%	68%	67%	62%	57%	66%	59%	73%	66%	65%	61%	65%	70%	65%	67%
Don't know	17	10	7	-	3	2	2	5	6	2	5	1	8	17	5	1	6	5	1
	2%	2%	1%	-	2%	1%	1%	3%	3%	1%	2%	1%	4%	2%	2%	*	2%	3%	1%

Leveson Survey

CATI Fieldwork : 23rd-25th November 2012

Absolutes/col percents

Table 1

Q. 1 To what extent, if at all, do you trust British newspapers to tell the truth?

Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Mids	Eastern	South East	London	South West	Wales	West Mids	North West	Scotland
Unweighted base	1002	44	87	77	93	137	127	90	51	92	117	87
Weighted base	1002	45	88	78	94	129	126	91	53	93	118	87
Net: Trust	328	14	28	25	41	46	48	34	11	26	27	28
	33%	31%	31%	32%	44%	36%	38%	38%	21%	28%	23%	32%
A great deal	18	3	1	1	3	-	4	2	-	1	2	1
	2%	7%	1%	1%	3%	-	4%	2%	-	1%	2%	1%
A fair amount	310	11	27	24	38	46	44	33	11	26	25	27
	31%	24%	30%	31%	41%	36%	35%	36%	21%	28%	21%	31%
Not very much	419	24	28	37	38	54	54	30	24	42	50	39
	42%	54%	32%	47%	40%	42%	43%	33%	45%	45%	42%	45%
Not at all	237	6	30	16	15	26	22	26	14	25	38	19
	24%	13%	34%	21%	15%	20%	18%	28%	27%	27%	33%	22%
Net: No trust	656	30	59	53	52	79	76	56	38	66	88	58
	66%	67%	66%	68%	55%	62%	61%	61%	72%	72%	75%	67%
Don't know	17	1	2	1	1	3	1	1	4	-	3	1
	2%	2%	3%	1%	1%	3%	1%	1%	7%	-	2%	1%

Leveson Survey

CATI Fieldwork : 23rd-25th November 2012

Absolutes/col percents

Table 1

Q. 1 To what extent, if at all, do you trust British newspapers to tell the truth?

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/ Refuse at Q4	Conser- vative	Labour	Liberal Democ- rat
Unweighted base	1002	175	285	48	36	20	11	4	2	9	248	189	265	102
Weighted base	1002	162	276	48	43	24	10	3	3	8	256	178	272	100
Net: Trust	328 33%	85 52%	87 32%	10 21%	21 50%	4 18%	3 31%	-	-	3 37%	78 30%	89 50%	80 30%	37 37%
A great deal	18 2%	4 3%	6 2%	1 2%	1 2%	* 2%	1 9%	-	-	-	1 *	4 2%	6 2%	3 3%
A fair amount	310 31%	81 50%	82 30%	9 19%	20 48%	4 16%	2 22%	-	-	3 37%	77 30%	85 48%	74 27%	35 35%
Not very much	419 42%	50 31%	131 47%	28 59%	16 37%	10 43%	2 22%	2 64%	3 100%	4 54%	104 41%	52 29%	126 46%	53 53%
Not at all	237 24%	24 15%	52 19%	8 17%	6 13%	9 39%	5 47%	1 36%	-	1 9%	67 26%	34 19%	61 22%	9 9%
Net: No trust	656 66%	75 46%	183 66%	36 76%	21 50%	19 82%	7 69%	3 100%	3 100%	5 63%	171 67%	86 48%	187 69%	62 62%
Don't know	17 2%	2 1%	6 2%	1 3%	-	-	-	-	-	-	7 3%	3 2%	5 2%	1 1%

Leveson Survey
CATI Fieldwork : 23rd-25th November 2012

Absolutes/col percents

Table 2
Q.2 Who would you most like to see regulate newspapers in Britain.
Base: All respondents

	Gender		Age							Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Eng-land & Wales	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	454	548	61	162	169	180	181	249	358	178	140	326	915	264	262	248	141	87
Weighted base	1002	491	511	120	160	190	170	150	210	270	291	210	231	915	255	264	251	145	87
A regulatory body with rules agreed and enforced by newspaper owners	117 12%	58 12%	59 11%	20 17%	16 10%	12 6%	18 11%	12 8%	39 18%	29 11%	37 13%	19 9%	32 14%	105 11%	32 13%	39 15%	16 7%	18 12%	12 14%
A regulatory body with rules agreed and enforced by the courts	468 47%	242 49%	226 44%	61 51%	74 46%	99 52%	82 48%	74 49%	80 38%	132 49%	151 52%	103 49%	83 36%	430 47%	121 47%	121 46%	114 45%	74 51%	38 44%
Something else	333 33%	164 33%	170 33%	26 22%	59 37%	70 37%	63 37%	56 37%	59 28%	91 34%	81 28%	74 35%	88 38%	301 33%	70 28%	81 31%	101 40%	48 33%	33 38%
Don't know	83 8%	27 5%	56 11%	13 11%	12 7%	10 5%	7 4%	8 6%	33 16%	19 7%	22 8%	14 7%	28 12%	80 9%	31 12%	23 9%	20 8%	5 4%	3 4%

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Absolutes/col percents

Table 2

Q.2 Who would you most like to see regulate newspapers in Britain.

Base: All respondents

	Region											
	Total	North East	Yorks & Humb.	East Mids	Eastern	South East	London	South West	Wales	West Mids	North West	Scotland
Unweighted base	1002	44	87	77	93	137	127	90	51	92	117	87
Weighted base	1002	45	88	78	94	129	126	91	53	93	118	87
A regulatory body with rules agreed and enforced by newspaper owners	117 12%	3 6%	4 5%	9 12%	12 13%	14 11%	18 15%	15 16%	3 5%	17 19%	10 8%	12 14%
A regulatory body with rules agreed and enforced by the courts	468 47%	21 46%	36 40%	35 44%	44 47%	65 50%	56 44%	46 50%	28 53%	43 46%	58 49%	38 44%
Something else	333 33%	19 41%	40 45%	24 30%	31 33%	36 28%	34 27%	29 31%	19 35%	27 29%	43 36%	33 38%
Don't know	83 8%	3 7%	8 10%	10 13%	7 8%	14 11%	18 14%	2 2%	3 6%	6 6%	8 7%	3 4%

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Absolutes/col percents

Table 2

Q.2 Who would you most like to see regulate newspapers in Britain.**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/ Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1002	175	285	48	36	20	11	4	2	9	248	189	265	102
Weighted base	1002	162	276	48	43	24	10	3	3	8	256	178	272	100
A regulatory body with rules agreed and enforced by newspaper owners	117 12%	25 16%	30 11%	4 9%	8 19%	2 8%	* 5%	- -	- -	- -	17 7%	24 13%	22 8%	15 15%
A regulatory body with rules agreed and enforced by the courts	468 47%	83 51%	137 50%	31 64%	18 43%	15 63%	4 39%	2 52%	3 100%	2 22%	101 39%	87 49%	130 48%	55 55%
Something else	333 33%	44 27%	95 34%	11 24%	16 38%	7 29%	5 48%	1 24%	- -	6 74%	97 38%	53 30%	100 37%	27 27%
Don't know	83 8%	10 6%	13 5%	1 3%	- -	- -	1 7%	1 24%	- -	* 5%	42 16%	14 8%	21 8%	3 3%

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CATI Fieldwork : 23rd-25th November 2012

Absolutes/col percents

Table 3

Q.3 You may or may not be aware that the Leveson Inquiry has been looking into the role of the press and police in the phone-hacking scandal. Do you think the Leveson Inquiry will improve or worsen the quality of journalism in British newspapers, or will it make no difference to the quality?

“And do you think the quality of journalism is currently good or bad”

Base: All respondents

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Eng-land & Wales	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	454	548	61	162	169	180	181	249	358	178	140	326	915	264	262	248	141	87
Weighted base	1002	491	511	120	160	190	170	150	210	270	291	210	231	915	255	264	251	145	87
Improve	373 37%	195 40%	179 35%	48 40%	55 34%	70 37%	68 40%	58 38%	76 36%	105 39%	124 43%	74 35%	71 31%	335 37%	102 40%	93 35%	95 38%	45 31%	38 44%
Worsen	54 5%	28 6%	27 5%	14 12%	9 5%	8 4%	8 5%	5 4%	10 5%	9 3%	18 6%	19 9%	9 4%	48 5%	11 4%	18 7%	10 4%	9 6%	7 8%
Make no difference - the quality of journalism is currently good	158 16%	78 16%	80 16%	22 19%	17 11%	19 10%	29 17%	23 15%	47 22%	39 14%	42 15%	29 14%	47 20%	148 16%	43 17%	34 13%	41 16%	30 20%	9 10%
Make no difference - the quality of journalism is currently bad	290 29%	139 28%	151 29%	23 19%	51 32%	76 40%	50 29%	50 33%	40 19%	82 30%	75 26%	59 28%	74 32%	264 29%	65 26%	76 29%	81 32%	41 29%	26 30%
Don't know	127 13%	52 10%	75 15%	13 11%	29 18%	18 9%	14 8%	14 9%	38 18%	35 13%	32 11%	30 14%	30 13%	120 13%	33 13%	43 16%	25 10%	19 13%	7 8%

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Improve	373 37%	13 28%	26 30%	24 30%	32 34%	52 40%	51 40%	28 31%	17 32%	38 41%	56 47%	38 44%
Worsen	54 5%	- -	6 6%	5 6%	9 9%	5 4%	6 5%	3 3%	6 11%	4 4%	4 3%	7 8%
Make no difference - the quality of journalism is currently good	158 16%	8 17%	20 23%	11 15%	16 17%	18 14%	25 20%	20 22%	9 17%	7 8%	14 12%	9 10%
Make no difference - the quality of journalism is currently bad	290 29%	20 45%	31 35%	27 35%	21 22%	34 26%	31 25%	29 31%	13 24%	28 30%	30 25%	26 30%
Don't know	127 13%	5 11%	6 6%	11 14%	17 18%	20 16%	13 10%	11 12%	8 15%	15 17%	14 12%	7 8%

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Weighted base	1002	162	276	48	43	24	10	3	3	8	256	178	272	100
Improve	373	72	118	16	13	7	2	2	1	1	101	81	104	37
	37%	45%	43%	34%	30%	29%	24%	52%	24%	11%	39%	46%	38%	37%
Worsen	54	8	11	*	4	1	1	-	2	-	14	12	17	-
	5%	5%	4%	1%	10%	5%	6%	-	76%	-	5%	7%	6%	-
Make no difference - the quality of journalism is currently good	158	35	49	8	8	5	1	1	-	1	24	31	40	31
	16%	22%	18%	17%	18%	23%	7%	24%	-	11%	9%	17%	15%	31%
Make no difference - the quality of journalism is currently bad	290	32	75	14	10	10	6	-	-	5	70	35	81	20
	29%	20%	27%	29%	23%	41%	62%	-	-	60%	27%	19%	30%	20%
Don't know	127	15	24	9	8	*	-	1	-	1	48	19	30	12
	13%	9%	9%	19%	20%	2%	-	24%	-	17%	19%	11%	11%	12%